

ROANOKE RAPIDS HERALD.

PUBLISHED EVERY FRIDAY BY
Herald Publishing Company, Inc.

J. T. STAINBACK EDITOR

Subscription Price One Dollar a Year.

Telephone 570

Entered as Second Class Matter April 3, 1914, at the Post Office at Roanoke Rapids, North Carolina, under Act of March 3, 1879.

All matter for publication in the Herald must be turned into the office before ten o'clock Thursday mornings, in order to be published in the current week's issue. This rule applies to advertising copy, notices, resolutions and locals.

Friday, July 3, 1914.

We wonder whose paying those hotel bills at Niagara.

Hello July! You can't have anything on June in the heat line.

Morehead City is actually contemplating the installation of a sewer system. What new fangled ideas will that town take up next!

HE is suffering with enlargement of the spleen. And it gets larger every time he thinks about that payment of twenty five millions to Columbia!

The Raleigh Times is jubilant over the fact that Gastonia is having a little row over its drinking water, and says, "All that haven't had them will have them by and by". There will be some scrapping if they all take it as seriously as did Raleigh and Morehead.

Calamity Howling

The Clafin failure is a godsend for the calamity howlers - this in spite of the fact that the failure was not attributed to the tariff, to trust legislation or to any crime or misdemeanor of the Wilson administration even by the Clafin Company itself.

President Wilson probably underestimated in his statement the lengths to which opponents of his administration have gone and would go in their efforts to discredit and embarrass his administration.

The fact is that the business condition of this country is entirely normal for this season of the year. The Clafin failure according to the Charlotte Observer "adds another to the great army of those who bit off more than they could chew. Without any of the discrediting features attending the New Haven Railroad troubles, it proceeded from financing of the same school. On top of securities, it issued more securities, it inflated, it pyramided, it all but 'kited.' Originally and still nominally a wholesale drygoods house, it conducted retail stores in 28 cities representing all sections of the United States. It was the biggest note broker in the country, trading credits extensively and dealing with thousands of banks. Its policy had for some time been to buy out its debtor retailers, issuing its own notes to replace the notes which it held from them. It might with lasting success have been the largest wholesale or retail concern in the dry goods business or it might have done the largest note brokerage business indefinitely, but it was unequal to all three. It has stood on the very verge of failure several times. At last the period arrived when, although assets exceeded liabilities, no less than \$24,000,000.00 in cash was needed at once. Then issued the always ultimately inevitable collapse."

The Clafin failure instead of being a blow to the administration is simply another example of the need of governmental control of the big corporations of the country.

President Wilson is to be commended for his determination to push through at this session of Congress the administration anti-trust bills. Business will be all the better for their passage at the very earliest possible date and will be decidedly safer for all parties concerned after the bills go into effect.

The Gathering of the Scribes

The most unusual features of the recent Press Convention held in Wrightsville were the extraordinarily large attendance and the high quality and oratorical ability of the papers read and speakers at the convention.

The attendance broke all records: over two hundred editors, most of them with their families, attended. The programme was a very attractive one and the convention was heartily enjoyed by all who attended.

The first impressions we have gained from meeting the editors of North Carolina are very pleasant and delightful ones. They were both cordial and sympathetic and the people of Wrightsville and Wilmington left nothing undone to give the members of the North Carolina Press an enjoyable time. The only thing that is to be regretted is that it could not last longer.

The papers read along "shop" lines showed rare ability and were very instructive and profitable. The paper read by Bion H. Butler of the Hoke County Times on "North Carolina Sloppy with Opportunities; What the Press Can do to Develop Them" was a splendid piece of work. Mr. Butler's optimism and belief in North Carolina and her resources and abilities were both encouraging and inspiring. Ora L. Jones of the Sylvan Valley News, Brevard, read a paper on "How I got Every Local Merchant But One to Advertise" which was splendidly gotten up and showed a keen knowledge of human nature and a deep appreciation of the modern trend of business methods.

The feature of the convention was the address of Mr. Norman Hapgood, editor of Harper's Weekly. Mr. Hapgood called on the South to rally to the support of President Wilson's administration and policies. His speech also contained a strong plea for progressiveness along commercial and political lines.

Attorney General Bicket outlined very clearly the purpose and scope of the new constitutional amendments and made an impassioned plea for the support of the press in the work of pushing through these amendments.

Of course, there was a good deal of politics in the convention; it couldn't have been otherwise. The bitterness engendered by the recent State Convention still rankled and altercation over political matters became stiff at times. Especially was this true when the Resolutions Committee reported a resolution heartily endorsing the proposed constitutional amendments. But this convention was about as progressive as the State Democratic Convention was reactionary and the resolution was passed by a very large majority.

The matter of legal advertising was taken up and discussed at length and a Legislative Committee was appointed to press the claims of the newspapers for a reasonable compensation for legal advertising before the next session of the legislature.

The Dutch Supper was Dutch enough, we imagine, to suit even the fastidious Greensboro Daily News—certainly the "Dutchness thereof" could not be questioned. All in all, the "poorly paid, public-spirited and patriotic editors"—as one speaker described them—had a stimulating and satisfying convention, and we feel sure the appreciation of every individual editor for the lavish hospitality and cordiality of the citizens of Wrightsville, Wilmington and Southport and the Tidewater Power Company, is deep and complete.

The Constitutional Amendments

The Democratic party is certainly facing a peculiar situation in respect to the proposed constitutional amendments. These amendments were formulated and proposed by a Committee appointed by a Democratic legislature. They received the sincere endorsement of the Democratic Mass Meeting held in Raleigh last April.

Up to that time they seemed Democratic measures—they had all the earmarks of being Democratic—made by Democrats, endorsed by Democrats. With the meeting of the Democratic State Convention, however, a

great change comes over these amendments. No longer are they Democratic, they are strictly non-partisan measures. For nothing on earth would the staunch and steadfast leaders of the convention prejudice the chances for the passage of these amendments by endorsing them! They were sacred—the democratic leaders did not want to deprive the republicans and progressives of the joy and honor of assisting in the passage of these amendments.

And in their footsteps nobly followed the State Democratic Executive Committee. They too had a deep and earnest regard for the republican and progressive interests in these amendments. This outburst of true altruism on the part of the unselfish leaders is a very encouraging (?) sign of the times!

North Carolina has been a Democratic State for a long time. It is Democratic at heart and will doubtless remain Democratic, but the condition of its retention in the Democratic column very probably means the complete overthrow of the men now in charge of the party in this State.

The large majority of the people of North Carolina believe in these amendments and want to see them passed. The press of the State in a solid body (Brother Shipman excepted) have heartily endorsed these amendments and recommended their passage.

The gentlemen in charge of the Democratic party in North Carolina are in a pitiable condition: they have "eyes and see not, ears and they hear not."

That Japanese Question

What with the hot weather, and the mediation proceedings, Huerta, Villa, Carranza, et. al., it would seem that the United States Government had enough to perplex, without the recurrence of the always embarrassing Japanese question.

The latest note received by this Government from the Japanese Government reads in part as follows: "the Imperial Government claims for its subjects fair and equal treatment and is unable either to acquiesce in the unjust and obnoxious discrimination complained of, or to regard the question as closed so long as the existing state of things is permitted to continue."

Thus it is evident that no substantial progress has been made toward the settlement of this perplexing question. And the most perplexing and embarrassing feature of the whole question is the fact that Japan is so undeniably within her rights in the requests she is making. Under the "most favored nation" clause we have pledged to Japan—by a treaty "fair and equal treatment" of her citizens.

The Japanese question, it will be remembered, first came into prominence during the Roosevelt administration and at that time matters were arranged with the government of Japan under a "gentleman's agreement" by which Japan was pledged to restrict the issuance of passports to her citizens coming to the United States as much as possible. It is not denied that Japan has lived up to the letter and the spirit of this agreement and the immigration from Japan since that time has been only enough to keep the Japanese population in this country about stationary.

The whole troublesome business is due entirely to race prejudice on the Coast kept alive and agitated by labor unions throughout the west and a solution of the problem that will be satisfactory to all parties concerned seems to be absolutely impossible.

From the tone the Japanese protests are now assuming it is evidently not going to be long before the Japanese Government will begin to adopt retaliatory measures against this country. Our whole trade and intercourse with Japan may have to be sacrificed to appease a few labor agitators and others on the Pacific coast.

West Virginia climbed on the water wagon Tuesday night, making the ninth State to go dry. Its prohibition amendment is said to be the most drastic of any that have been passed. Prohibition seems to be gaining ground steadily.

Swat The Fly

One of the biggest North Carolina Life Insurance Companies, the Jefferson Standard, has recognized the menace to the public health of the fly to such an extent that they are advertising in the papers of the state to call attention to this question. They advise everyone to "Help the Health Campaigners by Swatting the Fly" and offer to furnish a good fly swatter for a two cent postage stamp.

It is purely a business proposition with the Jefferson Standard—they know that the fewer flies there are, the fewer their losses will be and the larger their dividends.

The fly is a menace to health, to comfort and to cleanliness. He cannot breed except in filth and he does not stay except where filth exists. If you have flies, then you or your immediate neighbors have filthy surroundings. Its as simple as two plus two.

Whenever this is fully understood—when the fly comes to be everywhere regarded as the sign manual of uncleanness, his day will be nearly done. When the housekeeper gets to be ashamed of him, he will have to go.

From the footprints of an ordinary house-fly made on a gelatine slide, the germs of over fifty different diseases have been cultivated. Just how much damage the fly causes has never been figured but the loss of lives runs way up into the thousands for each season and the loss in dollars and cents is said to be over fifty millions a year in this country alone.

Cleanliness and careful screening will rid your neighborhood of flies. First clean up yourself and then SEE THAT YOUR NEIGHBOR DOES LIKEWISE.

The Butcher's Lament

The meat inspector is mine enemy, I shall not like him.

He maketh me shoo out the flies and cover the sausage mill.

He showeth me the meat I shall sell, and that I shall not.

Yea, verily, tho' I scrub the ice box twice yearly, he sayeth, it is not clean.

He kicketh if I keep hogs in the back yard and sayeth it is unsanitary.

He smelleth of my sausage and heaveth it in the slop barrel—even tho' it be slightly sour.

He demandeth that I use not the larynx and mammae for sausage.

And he speaks in harsh tones if I disobey him.

I bring my meat to his office for inspection, wrapped in tree tops.

He turneth it down and insist that I wrap it in clean, white cloths.

Yea, verily, tho' mine hog grew up in mine own orchard, he condemneth it for cholera and fly-blows, and I lose twelve dollars and a half.

He hurleth threats at me if I bring not the livers and "lights" and if I am slow about paying my bills at the month's end, he maketh me bring the money at the time of inspection.

He anointeth my livers with kerosene and insisteth on seeing the hides and ear-marks even tho' I tell him there are none.

Surely, the words "clean up and stay clean" will be hurled at me all the days of my life, and I shall live in fear of the inspector forever and ever. Amen.—Mulford Vt. Bulletin.

He Did Not Mind

Ikey Ikey, tailor by trade, had just taken out an insurance policy. A few hours later, so London Tit-Bits relates, by a curious coincidence, a fire broke out, which consumed his shop and its contents. The insurance company could find no grounds on which to refuse payment, but the letter which accompanied their check concluded as follows: "We note that your policy was issued at nine on Friday, and that the fire did not take place until three o'clock the same day. Why this delay?"

Eternal Mess of Things.
Wardens to new prisoners—What work can you do? What was your occupation? Prisoner—I was a cellist in an orchestra. Warden—Well, then, we'll set you to sawing wood.—Boston Transcript.



"Why Should I Advertise"

"I have been here for ten years. Everybody knows me. Why should I advertise?"

This is an argument the advertising solicitor hears from some old and established firms as to their reason for not telling the people about their goods in newspaper advertisements.

The trouble with these firms is they are not up to the times. They do not realize advertising is a development of modern business competition. In nine cases out of ten if you will walk along the same street on which the "old and established" firms are located, you will find that in the last few years other firms in the same line have sprung up and established a trade equal to, if not superior to that of the old and established firm.

Is there a hidden business secret that has enabled these new firms to build up in a couple of years a trade equal and superior to the "old and established" firm of ten years standing.

There is no secret. The reason for their growth is shown in the two words: NEWSPAPER ADVERTISING.

The Government census experts estimate that in a community of this size, the incoming and outgoing population amounts to a complete change every seven years. That is, each year one seventh of the population changes.

Mr. Old and Established Merchant, considering the whole population there are comparatively few of the families still living here who remember when you started in your line. Those who have come since have seen the advertisements of your young and thriving competitors in their newspaper so much they do not know you are in business.

Experiment a little. Stop the first ten strangers you meet on the street and ask them to name the merchants in your line. Your feelings will probably be hurt with their answers, for they will name the ones who advertise.

The best way to keep out competition in your line, Mr. Merchant, is to advertise. The best way to become a leader in your line is to advertise.



We will gladly assist you with your advertising. Call telephone 570 for advertising rates or any other information you desire.

STATEMENT CONDITION

The FIRST NATIONAL BANK

of ROANOKE RAPIDS

at the close of business, July thirtieth
nineteen hundred fourteen

RESOURCES:

Loans and Discounts	\$145,975.21
U. S. Bonds (at par)	51,000.00
Bank Building	3,971.12
Bonds and Other Securities	29,827.67
Cash and Due From Banks	43,919.64
Redemption Fund with U. S. Tres.	2,200.00
Due from U. S. Treasurer	384.00
	\$277,277.64

LIABILITIES:

Capital Stock	\$ 50,000.00
Surplus and Net Profits	9,438.31
Circulation	50,000.00
Due to Banks	114.77
Deposits	148,130.32
Dividend Reserve	2,000.00
Certified Checks	94.24
Rediscounts	17,500.00
	\$277,277.64

OFFICERS:

C. A. WYCHE, President S. F. PATTERSON, V.-President
J. L. PATTERSON, V.-President E. H. RICKS, Cashier

Turning Lead Into Gold.

Professor F. Soidy, R. S. declares that it is only a question of application to change lead into gold. He says that while now we can only work with electricity at 100,000 volts, it is only a matter of perfecting the method to be able to work at ten times that voltage, when the baser metals can be changed into the more precious. In other words, electricity, when brought to its highest efficiency and application is the real philosopher's stone for which the alchemists of the middle ages searched so long.—London Spectator.

Vigorous Youngsters.

Lady—I am looking for a governess for my children.

Manager of Intelligence Office—Didn't we supply you with one last week?

"Yes."

"Well, madam, according to her report, you don't need a governess; you need a flou tamer."

C. H. FAY.

She—How old would you say I was?
He—About six years less than I thought.—Boston Transcript.

FIVE

Corbitt Automobiles

FOR SALE!

Please 'Phone and Have Demonstrator Show You

W. F. Horner

6 PER CENT. NET 6 INVESTMENT

FIRST MORTGAGE, REAL ESTATE BONDS
INTEREST PAYABLE SEMI-ANNUALLY

If you want SIX per cent. for your money see

W. F. HORNER